

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

### Listing of Claims

1. (currently amended) An information-processing apparatus comprising:  
computation means for computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and  
select means for selecting some of a the plurality of contents including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of said expected value computed by said computation means for each of said contents.
2. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said information-processing apparatus further comprises transmission means for transmitting contents selected by said select means to any of said information-processing terminals.

3. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said computation means computes an expected value of any one of said information-processing terminals from results of a test transmission carried out for said information-processing terminal.

4. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein, for any specific one of said information-processing terminals, said select means selects a content whose expected value computed by said computation means.

5. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said expected value is a probability of a response expected to be received from any one of said information-processing terminals or an expected response rate of responses received from said information-processing terminals.

6. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said expected value is a predicted probability of a response.

7. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said contents are different from each other because some text parts are modified.

8. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said contents are each an electronic mail or a web banner advertisement.

9. (currently amended) ~~An~~ The information-processing apparatus according to claim 1, wherein said contents each include hyperlink information.

10. (currently amended) ~~An~~ The information-processing apparatus according to claim 9, wherein said computation means computes said expected value on the basis of click information of said hyperlink information.

11. (currently amended) An information-processing method comprising the steps of:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

selecting some of ~~a~~ the plurality of contents including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

12. (currently amended) A method, stored on a computer-readable medium, comprising:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

selecting some of ~~a~~ the plurality of contents including user specific information relating to each of said information-processing terminals to be transmitted to each of said information-processing terminals on the basis of said expected value computed for each of said contents.

13-18 (canceled)

19. (currently amended) An information-processing apparatus comprising:

computation means for computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

first producing means for producing a first assessment information on a set of the largest expected values computed by said computation means for said responses transmitted by said information-processing terminals in response to said contents including user specific information relating to each of said information-processing terminals on the basis of said

expected values which are each computed by said computation means for one of said contents;  
and

second producing means for producing ~~an~~ a second assessment function of said expected values computed for all said contents including user specific information relating to each of said information-processing terminals by synthesizing pieces of said assessment information which are each produced by said first producing means for one of said contents.

20. (currently amended) An information-processing method comprising the steps of:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on a set of the largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents, including user specific information relating to each of said information-processing terminals, by synthesizing pieces of said assessment information each produced for one of said contents.

21. (currently amended) A method, stored on a computer-readable medium, comprising:

computing an expected value of a response transmitted by a plurality of information processing terminals, wherein said information-processing terminals comprise at least a pair of terminals used by independent users each having independent preferences, and each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on a set of the largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said plurality of contents, including user specific information relating to each of said information-processing terminals, by synthesizing pieces of said assessment information ~~each~~-produced for each one of said plurality of contents.